

New Jersey Commerce, Economic Growth and Tourism Commission

Tourism in New Jersey

The economic impact of the Travel and Tourism industry in New Jersey is dynamic, contributing \$30 billion in economic activity each year and generating 416,000 jobs, making it the second largest private sector employer. The gaming industry in Atlantic City alone employed 50,000 and took in \$4.8 billion in 2004, a 7.1 percent increase over the previous year.

In 2003, more than 65 million people visited New Jersey, a 12 percent increase over 2002. That same year tourism activity generated \$2.9 billion in state and local government revenues, accounted for \$1.7 billion in state tax revenue and \$1.2 billion in local government tax revenue.

Distribution of Expenditures

In terms of dollars spent, accommodations account for the largest share (37 percent) of the tourism expenditures followed by food (26 percent), shopping (16 percent), transportation (10 percent) and entertainment (7 percent).

Visitors to the State

Visitors from other states account for 64 percent of tourism expenditures. In-state travelers account for 20 percent, followed by business travelers at 11 percent and international visitors at 1 percent.

Economic Impact of Shore Tourism

Nowhere is the impact of the Travel & Tourism industry more evident than at the Jersey Shore, which encompasses 127 miles of ocean beaches with scenic views that run from Sandy Hook to Cape May. Just off the sand are classic coastal communities that provide hospitality, entertainment and recreation for hundreds of thousands of visitors each year.

The four counties that make up the Shore regions of the state (Atlantic, Cape May, Ocean and Monmouth) account for more than 72 percent or \$21.6 billion in annual economic activity. Tourism employment in these counties is significant.

What Attracts Tourists to New Jersey?

The famous Jersey Shore is a magnet for visitors and is less than one tank of gas from more than one-quarter of the U.S. population. Key factors that influence people to vacation at the Jersey Shore include recommendations by family and friends, nearly endless family activities, nightlife, live entertainment, the world-class hotel-casino resorts and shopping.

The importance of the Shore beaches cannot be overstated. The beaches offer swimming, fishing, surfing, sailing and other ocean-related activities. Many towns like Point Pleasant Beach, Ocean City, Seaside, Atlantic City and the Wildwoods offer fully developed boardwalks that attract young and old alike for oceanside fun and entertainment.

The Image of the Jersey Shore

The image of the Jersey Shore is one that encompasses the beaches and other assets like parks, preserves, boardwalks, memories and the East Coast's oldest resort. There is a large diversity of towns along the shoreline, each with its own identity and character.